

Message Text

UNCLASSIFIED

PAGE 01 MADRID 02048 171111Z

17

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 045405

R 161649Z MAR 76
FM AMEMBASSY MADRID
TO USDOC WASHDC
INFO SECSTATE WASHDC 4993
AMCONGEN BARCELONA

UNCLAS MADRID 2048

E.O.11652: N/A

TAGS: BEXP, SP

SUBJECT: IN STORE PROMOTION: SEARS DE ESPANA

1. SEARS DE ESPANA (T. FERNANDEZ) HAS NOW SUBMITTED PROPOSED FOR ISP DURING PERIOD SEPTEMBER 20 OCTOBER 2. ALL THREE SEARS STORES (1 IN MADRID; 2 IN BARCELONA) WILL PARTICIPATE: MEDIA EXPENDITURES FOR NEWSPAPERS AND RADIO WILL BE 32,000; STORES WILL ALSO FEATURE WINDOW AND INTERIOR BACKGROUND MATERIALS (POSTERS, TOPPERS, ETC) HIGHLIGHTING US PROMOTION. A VOLUME OF DWTPNPPP FOB USA MERCHANDISE WILL PURCHASED, AT LEAST ONE THIRD OF WHICH WILL BE NEW TO STORE. FOLLOWING ARE MAJOR PRODUCTS CATEGORIES TO FEATURED; HOME APPLIANCES: BATHROOM GOODS; HARDWARE GOODS; HOUSEWARE GOODS; LINGERIE; READY TO WEAR; GIFT WARE; TOYS AND GAMES; HOME FURNISHINGS.

2. COPY OF FERNANDEZ PROPOSAL BEING AIR POUCHED TO BIC:IOM/ SPECIAL ACTIVITIES.

3. ACTION: REQUESTED: THAT WE BE AUTHORIZED TO PROCEED WITH CONTRACT WITH SEARS.
STABLER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MADRID02048
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760100-0829
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760357/aaaabxur.tel
Line Count: 48
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: wolfsd
Review Comment: n/a
Review Content Flags:
Review Date: 07 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 JUL 2004 by vandyklc>; APPROVED <30 AUG 2004 by wolfsd>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN STORE PROMOTION: SEARS DE ESPANA
TAGS: BEXP, SP
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006